

DETAILED ACTION

Claims 1-7, 14, 15, 17, 19-27, 31, and 33-36 are pending.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 9/17/2010 has been entered.

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Tina Lessani (Reg. # 41,150) on 12/9/2010.

The application has been amended as follows:

1. (currently amended) A method for correlating a user's use of a website with a user's phone call to a customer service agent for a business, where the phone call to the customer service agent is made independent of the website, the method comprising:
 - for each user that accesses the website, transmitting a webpage to the user that visibly displays a unique ID, where the unique ID is unique to the user's web browser, and ~~[[the]]~~ where the unique ID is generated without obtaining information that identifies the user personally;
 - storing a record of the unique IDs that have been displayed to users in a webpage;
 - in response to a user telephoning a customer service agent for the business independent of the website, obtaining the user's unique ID from the user; and correlating the user's call to the customer service agent with the users' use of the website using the user's unique ID.

Allowable Subject Matter

Claims 1-7, 14, 15, 17, 19-27, 31, and 33-36 are allowed.

The following is an examiner's statement of reasons for allowance: The prior art discloses correlating a user's use of a website with contact to a customer service agent. The prior art fails to disclose where the unique ID is generated without obtaining information that identifies the user personally. The prior art further fails to disclose independent of the website, obtaining a user's unique ID from the user. Relevant examples that were considered but did not read on the claim include the use of a link provided by the website to connect you to a customer service representative. In this scenario, the user is accessing customer service through the webpage, not independently. Another scenario considered was when a person contacts a help desk and is given a ticket number. In order to be given a ticket number, you must provide the help desk with information identifying yourself. In the instant application, the user remains anonymous. It is also standard practice for the help desk to call you and not for you to call the agent as is disclosed in the claim. The instant application issues a unique ID to every user without the knowledge of whether that user will ever use the ID when calling the customer service agent. In both of the previous examples, an ID is issued only when it is communicated that contact with a customer service agent is needed.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to RANDAL D. MORAN whose telephone number is (571)270-1255. The examiner can normally be reached on M-F: 7:00 - 4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kim Vu can be reached on 571-272-3859. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Randal D. Moran/
Examiner, Art Unit 2435

Application/Control Number: 10/648,103

Page 6

Art Unit: 2435

/Ponnoreay Pich/

Primary Examiner, Art Unit 2435